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ABSTRACT

Reading Is Fundamental (RIF) is a national, nonprofit organization designed to motivate children to read by making a wide variety of inexpensive books available to them and allowing the children to choose and keep books that interest them. This annual report for 1977 contains the following information on the RIF project: an account of the project's eleven-year history by the chairperson and founder, Mrs. Robert S. McNamara; the annual progress report by the executive director, Ruth Graves; an accountants' report; and lists of groups sponsoring RIF programs, support groups, book suppliers, and individual contributors to the program. The report also includes charts illustrating the program's growth and pictures of children involved in RIF. (HAI)

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READING IS FUNDAMENTAL 1977

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Elements of Reading Is Fundamental

What is RIF?

Reading Is Fundamental is a national, non-profit organization designed to motivate children to read by making inexpensive books available to children, to choose and to own. It was founded in Washington, D.C., by Mrs. Robert S. McNamara in 1966.

What does it do?

RIF gets children into books with a simple device: It lets them choose, from a wide variety of paperbacks, the books that interest them; it lets them keep the books as their own. Freedom of choice and pride of ownership are paramount in RIF's success, for once the children begin to read, they find that books are fun.

Who are the children served by RIF?

RIF serves children, pre-Kindergarten through 12th grade. The program operates in big cities, small towns, and in rural areas, getting books to children of all racial and ethnic backgrounds and at all social and economic levels.

Who is involved?

RIF is a grass-roots program. Its motivational reading program has attracted parents, educators, librarians, civic and business leaders, and concerned citizens from all areas who work together in their communities to organize and operate RIF projects.

Its more than 1,000 local, community projects, serving millions of children in the 50 states and the Virgin Islands have come about because such people, parents in particular, have heard about RIF and have wanted it for their children. Parental involvement is a prime element of Reading Is Fundamental.

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How does it work?

The services of the national office of RIF, housed in the Smithsonian Institution, which acts as RIF's fiscal agent, are available to all persons operating local projects and to those who want to start programs.

The national office provides technical assistance, including guidance for individual projects as well as seminars and workshops for groups of projects. It obtains from publishers sizeable discounts on all books bought by local projects. Special publications on sponsorship by various organizations, such as schools and libraries, are available. The national office also publishes a newsletter and is responsible for overall public education.

Local projects are staffed primarily by volunteers, averaging about 30 per project, who organize the project. Volunteers involve community leaders, and especially parents, who work with the children and with teachers and librarians on book selection and book distributions. They are the backbone of the RIF projects.

Who are RIF's sponsors?

Local projects are sponsored by a variety of organizations, including civic, fraternal and service groups, parent organizations, local chapters of national organizations, schools and libraries. Very frequently, sponsorship of an individual project is a partnership of two or three or four different organizations pooling their resources and providing volunteers to operate the programs.

The national office of RIF is supported by a partnership as well, with funds from foundations, corporations, individuals and government.

Congress has appropriated funds for an Inexpensive Book Distribution Program and as a result, the U.S. Office of Education (HEW) contracts with RIF to administer the program that provides 50 per cent of the cost of books for each local program meeting RIF's criteria. To participate in the Inexpensive Book Distribution Program, local sponsors are advised to be in touch with the national office of Reading Is Fundamental in Washington.

What are the elements of a local project?

Continuity is an essential, and local programs are encouraged to operate for a minimum of three years. In book selection, a wide variety of titles is important, and, depending on grade level, the books range from picture and puzzle books to history, fairy tales, biography, nature stories, current events, poetry. In any project, a minimum of numbers of books for each child is required. During the school year, youngsters should receive at least three books at three distributions; for a summer program, a minimum of two books is required; in a year-round program, the minimum is five books at at least three separate distributions.

Each project chooses the books for its children, thus providing children in different parts of the country with books pertinent to their immediate background and their family and cultural background. A book-selection committee, usually composed of at least three persons, should represent a cross-section of the community, including parents, librarians, teachers and other interested citizens. Once the child selects a book tailored to his interest, RIF finds that the child goes on to other books, having discovered that books are indeed fun.

Activity is not limited to book distributions alone, but includes many events that stimulate the children's interest in reading. Volunteers give their time for story hours, reading clinics at libraries, book fairs where youngsters may buy books, puppet shows and theatricals — all leading to a greater interest in the printed word by the children.

The involvement of parents is vital, not only as volunteer forces, but also because of their deep, personal interest in the children. Add to that a cross-section of community groups and individuals who see the need for a literate, responsible citizenry in the future.

Mrs. Robert S. McNamara

Report From The Chairman

In 1977, the key word for Reading Is Fundamental was growth. Thanks to the effectiveness of the private/public partnership we have achieved, more than a thousand local RIF projects are now in operation in the 50 states. Millions of books are being chosen, for keeps, by millions of children in big cities, small towns, and in rural areas.

We know from our specialists in the field, from parents and educators, from the thousands of volunteers at the grass-roots level that we are not only getting books to children, we are also getting children into books—reading, learning, and liking it.

When Reading Is Fundamental was founded in 1966, the few of us involved specified that our goal was "to change the system," a code phrase that at the time usually triggered visions of violent upheaval. We at RIF had a clear idea of what we wanted to change and how we wanted to do it, and it had nothing to do with upheaval. It did have everything to do with reinforcing the "system," the educational system.

Simply stated, we wanted to insure that books were available to all children—to read, to borrow, to own. The books we wanted to get to children were books that they could read just for the fun of it. To those who take books for granted, as fixtures in their lives, it is hard to conceive of never owning a single book. Yet our experience showed that the only books known to thousands of children were school texts, and that too many youngsters came from homes where there were no books at all. We knew, too, that although teachers were working hard to get children to read, the results were discouraging. Another expression common to the times was "Johnny can't read."

But we believed that Johnny and Jane would read if they were given the opportunity to choose for themselves books that piqued their interest, and if they could own such books, to keep and to read, and read again, just for the fun of it. To keep costs down, and in an effort not to intimidate children, we decided to use paperbacks.

We were a small group in 1966 and we met in each other's living rooms until private support enabled us to move into an office, specifically into two small turret offices in the Arts & Industries Building of the Smithsonian Institution which serves as our fiscal agent and has been most cooperative as we have grown.

Eleven years later, we have come a considerable distance from the turret offices. Indeed, it is with a sense of wonder that I walk into the bustling quarters we now occupy. We are still cramped, but that is because our work expands and RIF grows

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daily. The office scene these days seems to be one of perpetual motion with a huge volume of mail handled every day, telephones ringing, preparations underway for field trips, publications in various stages of writing and design, queries answered, instructions sent, advice given, proposals pouring in from all over the country for new RIF projects.

Our single idea, designed to motivate children to read through freedom of choice and pride of ownership, now involves not only millions of children but also thousands of men and women—parents, educators, librarians, businessmen, members of civic, fraternal, and service organizations, and many others, all of them working together to get children into books. Our single idea hit a nerve as Americans were fretting and wondering why their children were not reading.

Our reading motivation program began as a service to poor children whose families could not afford to buy books and in areas where books were not easily available. We learned that freedom of choice and pride of ownership work at all socio-economic levels and the program is now open to all children.

From 1966 to the Fall of 1976, Reading Is Fundamental was totally supported by private contributions from individuals, foundations, and corporations. The private sector's contributions ranged from gifts and grants to the national RIF office to local projects' proceeds from such fund-raising events as garage sales, spaghetti dinners, and amateur theatricals.

In 1976, the Congress, having enacted a law containing provision for an Inexpensive Book Distribution Program, appropriated monies to provide matching funds for the purchase of books. It was then that Reading Is Fundamental signed a contract with the U.S. Office of Education (HEW) to administer the program. With Federal matching funds available to pay for 50 per cent of the cost of books purchased by individual projects meeting RIF criteria, the program began rapidly to expand. As the charts in this report demonstrate, local, community RIF projects are multiplying, more children are choosing more books, and the enthusiastic reports from every state in the union confirm what we initially believed: freedom of choice—of books—and pride of ownership—of books—motivate children to read.

But I cannot emphasize too strongly that Reading Is Fundamental now operates as a partnership, a private/public partnership in which the private sector plays a vital role. Reading Is Fundamental is not a simple giveaway program. It exacts a large and quite complicated effort from the men and women involved in local projects. Not only must they raise half of the money to pay for books, but they are also involved in the choice of books, the logistics of ordering and distribution, and in one of the most important facets of the program, creating the book-related activities that excite the children's anticipation of what is known as "RIF Day."

On the national level, we could not administer the Inexpensive Book Distribution Program, that includes close supervision of the disbursement of sizeable funds, without private monies. The contributions of the private sector support our many activities which, in turn, reinforce the Reading Is Fundamental concept nationwide. As one example, our public education program, including publications and the public-service advertising campaign, are supported solely by private sources. The latter, broadcast free over television and radio, and published free in virtually every national magazine, bolsters the Inexpensive Book Distribution Program, helps us to stimulate others to start reading motivation programs, and, generally, speaks up effectively for the joys and rewards derived from the printed word.

We are grateful indeed to all who have helped us move the program from what started as a modest experiment into a far-reaching national program. We are grateful for the cooperation of book publishers who are printing more and better books in paperback and giving discounts to Reading Is Fundamental projects.

Our relations with the Department of Health, Education and Welfare and Secretary Joseph Califano, with U.S. Commissioner of Education Ernest Boyer, and with Right to Read Director Gilbert Schiffman are gratifying. We greatly appreciate their support and cooperation.

Reading Is Fundamental is growing. Our professional staff has increased from a tiny band of six to 42, a small staff compared to the 1,366 proposals that were received in 1977, the 98 regional meetings held and attended by 2,724 men and women, the information disseminated, the infinite number of responses to requests for assistance and advice, the national conventions attended, and the incredible variety of activity generated by the projects.

Millions of Americans are aware of RIF. But no description of the RIF program, no statistics, no study can really convey what it is like to see youngsters lined up, impatient, waiting to get to the

books at a Reading Is Fundamental distribution. Nothing can quite describe those youngsters as they browse among the attractive paperbacks, seek out individual authors, swap choices, compare titles, display what they have found all by themselves and for themselves. Nor is it easy to evoke in words their pleasure and their pride as they write their names in the books they have selected to keep for their own.

Perhaps it is best told through experience, that of parents and educators and the children themselves. There is the mother whose six-year-old son brought home his first RIF book, his name printed in it, and who carried it back and forth to school while he pondered the safest place for it. He feared it might be mauled by a baby sister who had reached the crawling stage. At last he decided where the book would be most secure, and carefully stored it on the top shelf of the refrigerator.

Teachers tell us that although they find textbooks lying about on staircases or in the cafeteria or in locker rooms, RIF books are rarely forgotten and certainly never abandoned. They are carefully protected by their owners, the children. Librarians always know when a reading motivation program is operating in the neighborhood. It's because book circulation shows marked increases. And from the children there comes a variety of testimonials. One practical youngster's evaluation of RIF was, "I like RIF because you can get a book and read until you are 50 years old if you want and can't nobody send you overdue slips." Another said, "I like the RIF books because of the stories and my brother likes to read them and the whole classroom does and that makes me feel happy because I like them." The problems of being older were recounted by a sixth-grader who decided to tell us "all the things I like and dislike."

"I like the books you have," he wrote, "and the way you think of us by coming to our school about four times a year and giving us a better chance to read more and have a better education and that makes our parents happy. Things I dislike. I don't like the sixth grade being last and that's the only thing I dislike."

Those are only a tiny fraction of the testimonials that pour into the Reading Is Fundamental offices. They make our work immensely worthwhile.

Ruth Graves

Report From The Executive Director

This has been an exhilarating and productive year in the national offices of Reading Is Fundamental. We have seen daily growth—growth in the numbers of projects operating, the numbers of children served, the numbers of books chosen by children to own. Our work spans the country and even as we reach out to tell others what we are doing, an equal number seem to be reaching out to us to ask us how they can participate in the Inexpensive Book Distribution Program.

The charts that follow here tell the story of this past year. Nonetheless, it is gratifying to cite some of our figures. In 1977, RIF received 1,366 proposals for Reading Is Fundamental projects; projects are now operating at 5,124 sites in the 50 states and the Virgin Islands; our programs project that books purchased in 1977 will total 4,602,123; the numbers of children choosing books to own will total 1,121,638; 34,665 individuals are participating in the projects and of those, 12,000 are parents; the programs have generated support in the form of funds, volunteers, goods and services from 1,717 groups, agencies, businesses, individuals, and foundations.

Our field specialists held 98 area meetings in 32 states, working with 2,724 persons. This year alone, RIF staff members attended 28 conferences of such organizations as the Boys' Club of America, National Head Start Workshop, National Education Association Convention, Camp Fire Girls Annual Congress, International Reading Association Convention, and others.

We are producing the *Technical Assistance Bulletin, RIF Newsletter,* and special-purpose literature like pamphlets on the Inexpensive Book Distribution Program for schools and libraries. The RIF film, "Read, Read, Read," is in demand by national organizations, by on-going projects, and by projects in formation. A large portable exhibit for use at national conventions proved so effective that we found it necessary to reproduce two similar, but smaller, units for this purpose.

It is easy to get caught up in statistics and to recite them as proof of achievement. But I would not cite them unless they were a true measure of the results that Reading Is Fundamental started out to achieve. We know that our numbers have meaning because we are getting grass-roots reports about children who are reading, who are saving their allowances to buy books, who are seeking out authors they enjoy, who are using their local libraries. Day in and day out we hear about the effect that books are having on youngsters who once considered the printed page something to avoid. We receive letters from mothers and fathers and teachers and reading specialists, from all the volunteers who see the children finding a brand new world in books.

We find it rewarding to hear from those organizing new projects that we are "easy to deal with," that the RIF staff is responsive to problems. One principal, who had called a field specialist while she was out on a trip, was astonished to have her return his call at 8 pm on a Friday night.

We are pleased and proud of our small staff that is crisscrossing the United States to work with all the people all over the country who want to see their children get into books at an early age. All of them recognize that books are an essential element in the search for the rewards of life.

The Growth Of RIF

	1976	1977
RIF Programs and field contacts	375	1,105*
States in which RIF has programs	47	50
Total number of sites	1,261	5,124
Total number of children	285,657	1,121,638

Age Distribution

3-5 years	14.5%
6-11 years	65%
12-14 years	14.5%
15 years-high school	6%

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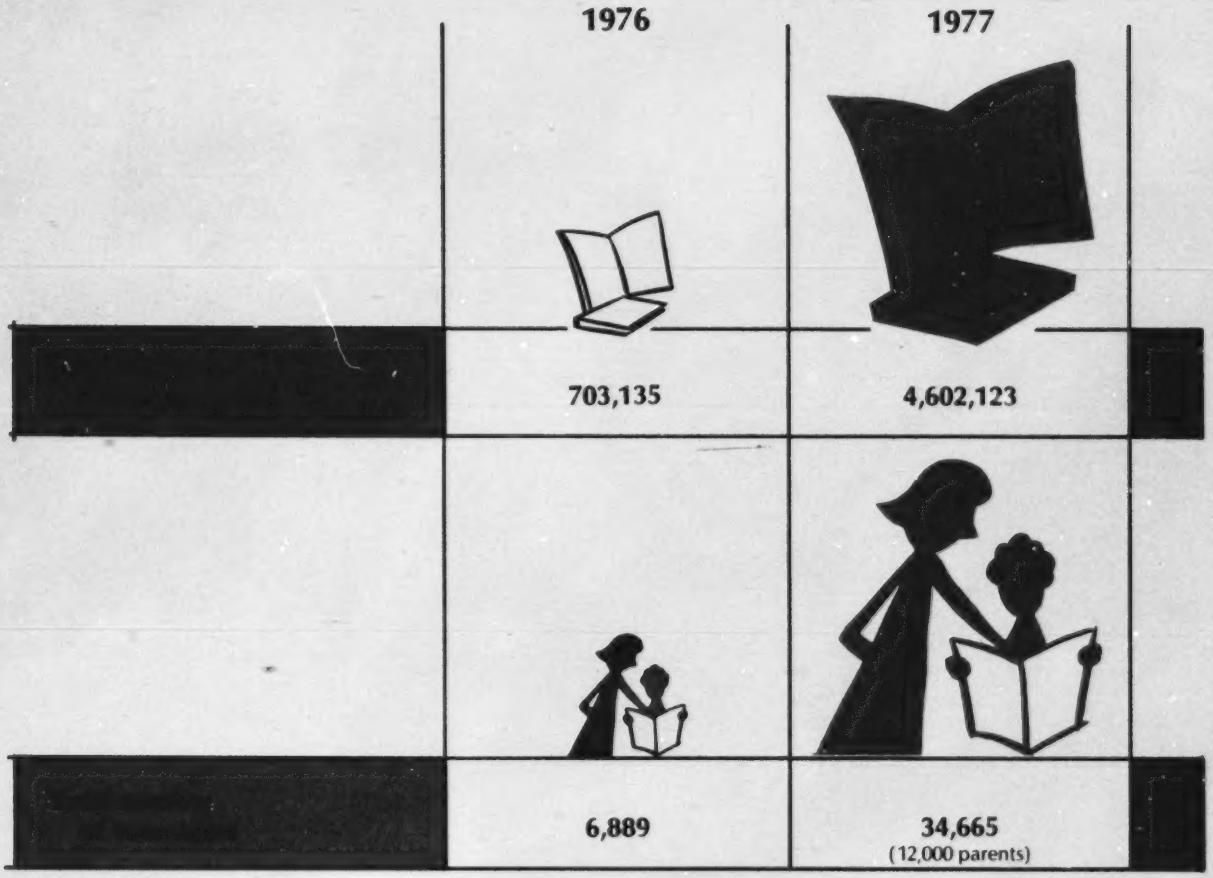

TYPES OF RIF SITES
5,124 Locations
January 1, 1977-December 31, 1977*

3,946 Schools
239 Libraries
199 Parks & Playgrounds
305 Day Care Centers
80 Community Centers
67 Recreation Centers
288 Other Locations

34,665 Individuals Participating in the Planning and Operation of Program
January 1, 1977-December 31, 1977*

Representatives of Sponsoring Agency (9%)
Librarians (9%)
Teachers (25%)
Other Volunteers (19%)
Paid Staff (1%)
Parents of Children Served (37%)

4,602,123 Books Purchased

90.5% to Give

9.5% to Loan

**These figures have been obtained from the proposals of those RIF programs receiving Federal funds; 119 RIF programs are not participating in the Federal program.*

The RIF Program—Variety, Excitement, Joy. . .

There is vast variety and at the same time a sameness about Reading Is Fundamental projects. The variety is clear in the wide range of sponsoring organizations and in the imaginative work by volunteers who devise many activities to enhance RIF distribution days and, thus, reading. Volunteers dress as clowns, play witch on hallowe'en and the bunny at Easter, act out stories, dress as characters from books, visit classes to talk about the big RIF Day ahead. They make colorful posters and design bookmarks; they create cardboard bookstores and paint balloons; they construct mobiles that spell RIF and they are always in the background to help a child, but only if he asks for help. But when it comes to the children, to youngsters faced with tables heaped with books, there is uniformity of the most rewarding kind. The young faces are serious as the choice is made. They are delighted faces when they find precisely what they want. They reach and they grab and they compare and they browse. The serious moment of ownership arrives at last—they sign their names in the book. It is their book—to own.

A Year of Recognition

The success of Reading Is Fundamental in getting books to children and children into books and its effectiveness in involving whole communities in the reading effort have been recognized by many.

Joseph A. Califano, Jr., Secretary, Department of Health, Education and Welfare, in a letter to the national chairman of RIF, Mrs. Robert S. McNamara, wrote: "It is in the national interest to provide our children with reading skills and materials. A program that has achieved national significance by working with parents to assist them in motivating their children to read is Reading Is Fundamental. The Department of Health, Education and Welfare supports the philosophy of Reading Is Fundamental which encourages children to read by giving them the opportunity to select and keep books chosen from a wide variety of paperbacks. In 1976, the Right to Read Office, within the Office of Education, issued a contract to Reading Is Fundamental to carry out a national Inexpensive Book Distribution Program. This project is being advanced by volunteer leadership and is commended to your consideration for active support."

Ernest L. Boyer, U.S. Commissioner of Education (HEW), in a letter to Mrs. McNamara, wrote: "I endorse wholeheartedly the remarkable private volunteer effort that Reading Is Fundamental has become." Wishing Mrs. McNamara "continued success and satisfaction in your excellent work," Commissioner Boyer continued, "The work you and the thousands of volunteers you have inspired are doing throughout the country to help children discover the wonders of books is a great service to education, completely compatible with the Office of Education's Right to Read program. I commend it to educators everywhere for their cooperation and support. Reading and owning books is the most civilized of pleasures. For many young people it is the earliest reward of their education and a strong motivation for continued studies."

Dr. Gilbert B. Schiffman, Director, Right to Read, in an interview, said he saw the role of Reading Is Fundamental as "more important than ever before," and "as one of the elements to combat illiteracy in the United States." Calling the "severe reading problem in this country a national disgrace," Dr. Schiffman added that RIF can help children develop a love of literature while at the same time learning basic skills.

Woman of the Year in Education: Mrs. Robert S. McNamara was named "Woman of the Year" in education for her development of RIF, by the *Ladies' Home Journal* in May 1977. She was one of nine distinguished women honored at the fifth annual "Women of the Year" awards.

American Library Association: The Children's Services Division of the Association, at the annual Mid-Winter Conference in February 1977, resolved to support Reading Is Fundamental and encourage "librarians and libraries serving children to become active participants in RIF programs in their own communities."

Senator Birch Bayh: Inserting an article from *The Wall Street Journal* about RIF in the *Congressional Record,* Senator Bayh said, "RIF is a tribute to the enthusiasm and initiative of private individuals who have devoted extensive time and effort to meet a public need in a most constructive way. Mrs. Margaret McNamara, RIF's founder and chairman, deserves special mention in this regard. RIF is a true 'local initiative' effort which demonstrably has generated local community interest and involvement. It should, I feel, serve as a model for many Government programs . . .".

International Literacy Honors: Reading Is Fundamental was one of five private organizations honored for contributions to literacy at International Literacy Day ceremonies held at the U.S. Office of Education (HEW) in September 1977. The event was sponsored by UNESCO.

Coverage of Reading Is Fundamental, from the national office to local projects, appeared in hundreds of publications throughout the country, ranging from *The New York Times, The Washington Post* and *The Wall Street Journal* to specialized journals like *Publishers Weekly, American Education,* Wisconsin Department of Public Education *Newsletter, Library Journal, PTA Happenings, Education Daily.* The articles pointed out the opportunity now available to get books to children in a way that motivates them to read.

January 1, 1977-December 31, 1977*

Groups Sponsoring RIF Programs

The subcontracting groups sponsoring RIF programs are divided almost equally into 522 public agencies and 464 private agencies. These subcontractors fall into the following categories:

321 Schools
139 School districts
85 Women's service organizations and sororities
67 Libraries
62 Groups organized solely as local RIF organizations
101 PTA/PTO's
54 Education/Reading-related organizations
25 Boys' Clubs of America
25 Men's service organizations
13 Right to Read programs
19 Communities/Community Organizations
12 Miscellaneous public agencies
54 Miscellaneous private agencies

Supporting Groups and Organizations

The RIF program has generated support in the form of funds, volunteers, goods and services from some 1,717 groups, agencies, individuals, and foundations. The supporting groups fall into the following categories:

251 PTA/PTO's
225 Men's civic service organizations
191 Local clubs
156 Local businesses
172 Private education/reading organizations
132 Public education agencies
94 Individuals
117 Community organizations
77 Libraries, Friends of the Library, and Library associations
83 Women's service and civic organizations
29 Trusts and foundations
29 National corporations (and local affiliates)
34 Churches
25 Local sponsors of Federal programs (CETA, Headstart, etc.)
23 Organizations for boys and girls (Scouts, Y's, 4-H, etc.)
18 State and local government agencies (non-education)
8 Local united charities/campaigns
53 Miscellaneous private organizations

*These figures have been obtained from the proposals of those RIF programs receiving Federal funds; 119 RIF programs are not participating in the Federal program.

Book Suppliers and Reading Is Fundamental

A total of 94 publishers and 77 distributors have signed agreements to serve Reading Is Fundamental programs, and the book community is giving local RIF projects substantial discounts that average 40 per cent from publishers and 20-30 per cent from distributors.

Book suppliers are also giving special services to RIF projects, including 90-day payment terms, regular catalogue mailings, and a RIF contact person. A number of companies send review copies of new books to both National RIF and local programs, prepare special brochures, order forms, posters and bookmarks. Sales representatives to the programs help projects select books and are also helpful in finding unusual books.

Some companies have established staffs to work exclusively on RIF business and these companies have given particularly generous service and attention to RIF's special needs, including developing packages of books to serve special groups of children in RIF programs.

Following is the list of book suppliers now working with Reading Is Fundamental:

Aardvark Media, Inc.
Academic Therapy Publications
Alfonsi News & Book Service, Inc.
Allied Books & Educational Resources
American Econo-Clad Services
Antares
ARA Periodical Services
Arcade Books, Inc.
Association on American Indian Affairs
ATC Publishing Corporation
Atheneum
Atlanta News Agency
Austin News Agency
Avon
Bantam Books
Bilingual Educational Services, Inc.
Bilingual Publications
Samuel Black Company
Blaine Ethridge Books
Book City
Book Fairs
Book Mail
Bookmen
The Booktree
Bowmar-Noble Publishers, Inc.
B & R Samizdat Express
Burlington News Agency, Inc.
Cal-West Periodicals, Inc.
Capitol News Company, Inc.
CBS Publications
Changing Times
Children's Book Press
Children's Book Review
Children's Press
Col-Bob Associates, Inc.
Columbine Distributing
Concordia
Continental Book Company
David C. Cook Publishing Company
Creative Education, Inc.
Crowell
Dell
Donars
Doubleday
Dover News Company, Inc.
Dover Publications
Drown News Agency
E. P. Dutton
The Economy Company
Educational Activities, Inc.
Educational Reading Services, Inc.
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Inland Book Distributors
International Cultural Exchange
Interstate Periodical Distributors, Inc.
Johnson News
Johnson Publishing
Jonka Enterprises
Keyway Books, Inc.
King Features
George Klein News Company
Knollwood Publishing Company
Koch News
H. P. Kopplemann
Scott Krauss News Agency, Inc.
Larousse
Learning Unlimited Publications
Leicestershire Learning Systems
J. B. Lippincott
Log Mark News Center
Lollipop Power
Louisville News Company
Ludington News
Marco Book Company
Melton Book Company
Methuen, Inc.
Michiana News
Montana Council for Indian Affairs
National Geographic
National Textbook Company
Nelson News
New American Library
New Day Press
New Dimensions
New Readers Press
Newborn Enterprises, Inc.
North Carolina News Company
North Central Book Distributors
Oddo Publishing
Ogden News Company
Over the Rainbow Press
Peach Publications
Pendulum Press
The Perfection Form Company
Peterson & McCarty
S. G. Phillips
Playmore
Pocket Books
Portland News
Potter Library Services, Inc.
Prentice-Hall
Price/Stern/Sloan Publishers, Inc.
The Publishers Agency, Inc.
Publishing Services
Raleigh News Agency, Inc.
Rand McNally & Company
Random House
Reader's Digest
Riches & Adams, Inc.
Rio Grande Book Company
Roanoke News Agency
Rutland News Company, Inc.

San Diego Periodical Distributors
Santillana Publishing Company
Saturday Evening Post
Scholastic Magazine, Inc.
Snake River Periodicals
Spokane Periodical Distributors
Stemmer House
Strong's News Agency
Suits News Company, Inc.
Sundance Distributors
Sunset News Company
Third World Press
Tide Grass Press
Triangle News Company
Trucha
T & T Associates
United News
University of Nebraska Press
Valley Distributors, Inc.
Valley News Service, Inc.
Viking Penguin
Franklin Watts
Welsh News Agency, Inc.
West Texas News Company
Western Michigan News, Inc.
Western Publishing Company (Golden)
Albert Whitman & Company
Xerox Education Publications
X-S Books
Zuni Language Development Program

Arthur Ashe

Carol Burnett

Public Education

The public education campaign for Reading Is Fundamental is reaching millions of Americans in magazines and newspapers and on television and radio, and its impact is bolstering the growth of reading motivation programs in the 50 states. The campaign is not only informing the public about RIF, it is also a continuing reminder that reading should be a constant in the life of every individual, and to make it so, it is important to start young.

The message is obviously getting across to a highly responsive public more and more concerned about getting children into books. There is meaning, too, for youngsters already involved in reading motivation programs for they proudly identify with RIF's public-service advertising.

Because Reading Is Fundamental is approved by The Advertising Council, which helps non-profit organizations tell their stories to the public, RIF receives free space and time in magazines and on television and radio. This year's campaign featuring provocative advertisements and two stars on radio and television — comedienne Carol Burnett and tennis ace Arthur Ashe—has been unusually successful. Between June 6 and December 31, 1977, more tha 12,000 persons wrote the national office seeking information on how to start a RIF project.

The media have been extremely generous in publishing and broadcasting RIF's public-service

advertising. In 1977, Reading Is Fundamental advertisements were published, free of charge, in *Time, Newsweek, U.S. News & World Report, Sports Illustrated, Esquire, Playboy, Atlantic, Harper's, Psychology Today, Saturday Review, Natural History, Signature, Scientific American, New York, Family Circle, McCall's, American Home, Ladies' Home Journal, Redbook* and others,and in a number of professional publications for educators and librarians.

The three networks, ABC, CBS and NBC have broadcast, in prime time, the Carol Burnett television spot. Radio spots by Miss Burnett and Mr. Ashe are being used by the three radio networks. During the New Year weekend, a five-hour, musical program, "Sound of '77," featured a RIF public-service announcement in each hour and was broadcast on 800 radio stations in the U.S.

In addition, 183 local television stations and 250 local radio stations are steadily airing RIF's public-service spots, anywhere from periods of a month to, as one station manager wrote, "Indefinitely."

Since 1971 when Reading Is Fundamental was listed in The Advertising Council's *Public Service Advertising Bulletin,* the Al Paul Lefton Company has been volunteering its time and talent to create RIF's unique public-service messages. The consistently outstanding work and dedication of the Al Paul Lefton staff to the RIF concept has immeasurably added to Reading Is Fundamental's nationwide visibility and to its rapid growth.

Reading Is Fundamental has received key support in many quarters, one of the most important being the Magazine Publishers Association tht urges its 600-member magazines to publish RIF's advertisements. Media Networks Inc., which provides advertising inserts in national magazines, has been a highly effective and supportive medium for RIF. And, of course, RIF is very grateful, indeed, for the unflagging backing of The Advertising Council.

On the local level, thousands of Reading Is Fundamental volunteers are keeping editors and feature writers on newspapers and at radio and television stations informed of project doings. Local media are zestfully covering the activities of the projects year 'round.

Local reaction to letting children choose books that they want to keep for their own was typified by a recent editorial in the *San Angelo Times,* of Texas, which urged its readers to invest in RIF for the future.

"Reading *is* fundamental to any person who hopes to expand his or her knowledge," the newspaper said. "It's fundamental to making a living in today's society. San Angeloans concerned about the education of our young people have the opportunity now to actively participate in the educational process. A contribution, no matter how small, will help make the books available to our students. The RIF program is a worthwhile one. It deserves the support of all San Angeloans. Make a contribution. You'll be investing in the future of our young people and our society. Is anything more important?"

Contributors to Reading is Fundamental, Inc.

October 1, 1976 - December 31, 1977 *

ACF Foundation
Allied Chemical Foundation
American Financial Corporation Foundation
American Legion Auxiliary
American Telephone & Telegraph Company
Ms. Elizabeth P. Anderson
Bequest of Dr. Amelia Edna Anthony
Mr. Arthur R. Ashe, Jr.
Atlantic Richfield Foundation
Bankers Life & Casualty
BCMA Associates, Inc.
Mr. Leo C. Beebe
Ambassador & Mrs. Henry E. Catto, Jr.
CBS Inc.
Chase Manhattan Bank, N.A.
Chesebrough-Pond's Inc.
Chrysler Corporation Fund
CIBA-GEIGY
The Continental Group, Inc.
Doyle Dane Bernbach, Inc.
Mrs. Edward D. Eddy
Mr. Dale R. Egeberg
Mr. Samuel B. Ethridge
First Jersey National Bank
Flintkote Company
Ford Motor Company Fund
Franklin Mint Corporation
David & Paulette Friedman
General Electric Company
General Mills Foundation
General Motors Foundation, Inc.
General Tire Foundation, Inc.
Grace Foundation Inc.
Mr. Charles F. Harris
Harwich Junior Woman's Club
Mr. Donald R. Henry
Mrs. Ruth S. Holmberg
International Business Machine Corporation
International Paper Company Foundation
International Telephone & Telegraph Corporation
Investors Diversified Services, Inc.
Mr. Harold Jacobs
Joy Manufacturing Company
Junior League of Washington Book Club
Kimberly-Clark Foundation, Inc.
Koppers Company Foundation
The LBJ Family Foundation
Mr. John T. Leatham
Levi Strauss Foundation
Mrs. Kathryn W. Lumley
Mr. Leonard H. Marks
Harriet M. Marshall Trust
McCulloch Oil Corporation
Mr. & Mrs. Robert S. McNamara
Mr. Edward J. Meade, Jr.
Metropolitan Life Insurance Company
Millmaster Onyx Corporation
The NALCO Foundation
National Honor Society of Grosse Pointe South High
South High School
New York Life Insurance Company
New York Times Company Foundation, Inc.
The NL INdustries Foundation, Inc.
A. K. Oliver Scholastic Charitable Trust Fund
Ms. Edna May Parish
Pittsburgh National Foundation
Reliance Group, Inc.
Rockwell International
Security Pacific National Bank
Mrs. Jean Head Sisco
Mrs. Arthur Hays Sulzberger
The Sun Company
Time Incorporated
Union Carbide Corporation
U.S. Tobacco Company
Raymond John Wean Foundation
Mr. Arthur H. White
Mr. Eliot Wigginton
Witco Chemical Corporation Foundation
Xerox Fund

**A number of contributions have been received from organizations and individuals who wish to remain anonymous*

Accountants' Report

The Board of Directors
Reading is Fundamental, Inc.:

We have examined the balance sheet of Reading Is Fundamental, Inc. as of September 30, 1977 and the related statement of revenue, expenditures and changes in fund balance for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the aforementioned financial statements present fairly the financial position of Reading Is Fundamental, Inc. at September 30, 1977 and the revenue, expenditures and changes in fund balance for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year. Supplementary data included in the Schedule have been subjected to the same auditing procedures and, in our opinion, are stated fairly in all material respects when considered in conjunction with the financial statements taken as a whole.

Washington, D.C.
December 30, 1977

Peat, Marwick, Mitchell & Co.

READING IS FUNDAMENTAL, INC.
Balance Sheet
September 30, 1977

Assets	
Receivables:	
Smithsonian Institution (note 5)	$127,333
Government Agency	69,909
Other	8,067
Total receivables	205,309
Costs on contract in excess of billings	41,673
Prepaid expenses	5,904
	$252,886
Liabilities and Fund Balance	
Liabilities:	
Accounts payable	72,757
Accrued liabilities	40,011
Agency funds (note 2)	12,770
Advance on grant (note 1b)	29,536
Total liabilities	155,074
Fund balance	97,812
	$252,886

See accompanying notes to financial statements.

READING IS FUNDAMENTAL, INC.
Statement of Revenue, Expenditures and Changes in Fund Balance
Year ended September 30, 1977

Revenue:		
Grant:		$ 97,870
U.S. Government contract		801,583
Contributions		157,446
Other		6,958
Total revenue		1,063,857
Expenditures:		
Program services	$942,107	
Public education	98,181	
Administration	49,026	
Fund raising	1,388	
Total expenditures		1,090,702
Deficiency of revenue over expenditures		26,845
Fund balance at beginning of year		124,657
Fund balance at end of year		$ 97,812

See accompanying notes to financial statements.

Notes to Financial Statements
September 30, 1977

(1) Summary of Significant Accounting Policies and Other Information

(a) Organization and Funding

Reading Is Fundamental, Inc. (RIF), a nonprofit corporation, was organized to motivate children to read and to stimulate their interest and enjoyment in reading. The accompanying financial statements do not include the assets, liabilities and transactions of the local projects for which RIF provides technical assistance.

The statement of revenue, expenditures and changes in fund balance provides a functional breakdown of expenditures for the year ended September 30, 1977. In prior years, object classifications have been used. The new format is preferable because it provides more meaningful management information and accountability to supporters and potential contributors.

(b) Grants

Grant revenue was derived from the W.K. Kellogg Foundation to assist RIF in a training program for volunteers. The original commitment covered a two year period ended September 30, 1977 and has been extended through June 30, 1978. For the year ended September 30, 1977, the Foundation's share of expenses

under the project amounted to $97,870, which has been recognized as revenue in the accompanying financial statements. Receipts from the Foundation in excess of that amount, $29,536, have been deferred.

(c) U.S. Government Contract
Included in contract revenue is income derived from a cost reimbursable contract with the U.S. Office of Education for conducting the Inexpensive Book Distribution Program authorized by Public Law 94-194. Income from this contract is recognized as costs are incurred except for books purchased by subcontractors, which expenditures are recognized by RIF only upon the processing and approval of such subcontractor purchases for payment.

(d) Contributions
RIF recognizes contributions as revenue in the year in which payments are received.

(e) Fixed Assets
RIF follows the practice of charging the cost of furniture, fixtures and equipment to expenditures as acquired rather than capitalizing such costs at the time of purchase and charging them to operations over their estimated useful lives. The effect of this accounting treatment is not material with respect to the balance sheet or statement of revenue, expenditures and changes in fund balance.

(f) Pension Plan
All pension costs are funded as accrued.

(2) Agency Funds
Agency funds represent the undisbursed portion of monies received by RIF as custodian or fiscal agent for specified local RIF programs. These funds do not represent revenue and expenditures of RIF and are not included in the statement of revenue, expenditures and changes in fund balance. At September 30, 1977, $12,770 of such funds remain undisbursed.

(3) Pension Plan
RIF participates in the contributory pension plan of Smithsonian Institution. This plan provides for the purchase of retirement annuity contracts for all employees meeting certain age and length of service requirements, who elect to be covered under the plan. Under terms of the plan, RIF contributes the amount necessary to bring the total contribution to 12% of the participant's compensation subject to social security taxes and to 17% of the participant's compensation in excess of that amount. Total pension expense for the year ended September 30, 1977 was $22,268.

(4) Income Taxes
RIF is exempt from Federal income taxes under Section 501(c)(3) of the Internal Revenue Code.

(5) Smithsonian Institution
Under a contractual agreement the Smithsonian Instituion (SI) acts as RIF's fiscal agent, and provides accounting services, certain administrative services, telephones and space. The amount paid to SI for these services totaled $118,513 for the year ended September 30, 1977.

The by-laws of RIF provide that the Secretary of SI or his designated representative shall be a member of the Board of Directors and of the Executive Committee.

SCHEDULE

READING IS FUNDAMENTAL, INC.
Expenditures
Year ended September 30, 1977

	Program Services	Public Education	Administration	Fund Raising	Total
Salaries	$387,266	—	17,717	—	404,983
Benefits	31,748	—	10,623	—	42,371
Total salaries and benefits	419,014	—	28,340	—	447,354
Travel costs	61,786	1,439	169	632	64,026
Communication services	695	—	144	40	879
Postage	22,485	—	26	—	22,511
Technical services	41,329	12,500	1,423	—	55,252
Other services	47,529	64,402	8,507	25	120,463
Printing and reproduction	48,188	6,859	463	192	55,702
Supplies	15,412	—	2,919	318	18,649
Books for local programs	177,030	—	—	—	177,030
Miscellaneous	9,566	175	582	—	10,323
Total direct expenses	843,034	85,375	42,573	1,207	972,189
Smithsonian fee	99,073	12,806	6,453	181	118,513
Total expenses	$942,107	98,181	49,026	1,388	1,090,702

Fiscal Year 1977
October 1, 1976-September 30, 1977